

**I CANNOT NEGLECT THIS OPPORTUNITY TO SAY THAT THE
COOPERATIVE EFFORTS OF THE AMERICAN LUNG ASSOCIATION,
THE AMERICAN HEART ASSOCIATION, THE AMERICAN CANCER
SOCIETY IN WORKING TOWARD A CURRICULUM AGAINST
SMOKING THAT WOULD GRADUATE A HIGH SCHOOL CLASS IN
THE YEAR 2000 SMOKE-FREE HAS BEEN EXTRAORDINARILY
REWARDING.**

**I'VE PARTICIPATED IN THE PROGRAMS FOR THE FIRST AND
SECOND GRADES, AND I'M VERY ENCOURAGED ABOUT HOW
MUCH THESE YOUNGSTERS KNOW, AND HOW SERIOUSLY THEY
TAKE THEIR PLEDGE TO TURN THEIR BACKS ON ANYONE WHO
OFFERS THEM A CIGARETTE, NOW AND IN THE FUTURE.**

**SO, I WANTED TO START OUT WITH THE GOOD NEWS, REMINDING
US OF HOW FAR WE HAVE COME, REMINDING US OF BATTLES
WON.**

BUT THERE IS STILL A LONG WAY TO GO.

THERE ARE STILL BATTLES TO BE FOUGHT.

THERE IS STILL PLENTY OF BAD NEWS.

**EVEN IN THE UNITED STATES, EVEN WITH ALL THE PROGRESS WE
HAVE MADE, SMOKING IS STILL THE SINGLE MOST DEADLY
"HABIT" ... ASSOCIATED WITH HIGHER MORTALITY AND ILLNESS
THAN DRUGS, AUTOMOBILES, AND AIDS COMBINED.**

**ALL THE AIDS PATIENTS WHO HAVE DIED SINCE WE KNEW ABOUT
THE DISEASE, 9 YEARS, EQUALS THE SMOKING DEATHS OF ONLY
4 MONTHS.**

**THE NUMBERS OF DEATHS ANNUALLY ATTRIBUTABLE TO
SMOKING HAVE RISEN WITH EACH SURGEON GENERAL'S REPORT.
SO, EVEN THOUGH WE'VE MADE PROGRESS, AS A SOCIETY WE'RE
STILL BURDENED WITH THE TREMENDOUS AMOUNT OF
SUFFERING AND HARDSHIP THAT GOES ALONG WITH ALL THESE
DEATHS...**

**THE PEOPLE OF AMERICA ARE STILL BURDENED WITH THE
ECONOMICS OF SMOKING.**

**CIGARETTE-RELATED ILLNESS AND DEATH COST AMERICANS \$178
MILLION A DAY IN LOST WORKER PRODUCTION AND HOSPITAL
BILLS.**

**WE STILL HAVE TO COME UP WITH THE MONEY TO PAY THE
ANNUAL SMOKING-AND-HEALTH BILL OF OVER \$39 BILLION.
THAT'S FOR PERSONNEL AND MEDICAL TECHNOLOGY AND
INSURANCE AND LOST WAGES...ALL THE REAL, BASIC COSTS
LEVELLED AGAINST US ALL BY DISEASE AND DISABILITY.**

**SOME 49 MILLION AMERICANS STILL SMOKE, SO OUR EDUCATION
CAMPAIGNS AND OUR SELF-HELP GROUPS MUST CONTINUE
THEIR GOOD WORK.**

**WE MUST GUARD AGAINST COMPLACENCY, AND WE MUST
INTENSIFY OUR EFFORTS TO ELIMINATE THE GREATEST CAUSE
OF PREVENTABLE DISEASE AND DEATH AFFLICTING OUR
SOCIETY.**

AND THE TOBACCO INDUSTRY HAS NOT GIVEN UP.

EVEN THOUGH THE NUMBER OF AMERICAN SMOKERS DROPPED

BY ANOTHER 4 PERCENT LAST YEAR, TOBACCO COMPANY

PROFITS STILL RISE. EVEN THOUGH MOST AMERICANS WOULD

AGREE THAT SMOKING AS A FOOLISH, FILTHY HABIT DANGEROUS

TO EVERYONE, AMERICAN TOBACCO COMPANIES HAVE

INCREASED THEIR PROFITS BY SELLING OVERSEAS. CIGARETTE

EXPORTS EXPLODED IN THE MID-1980S, INCREASING 25% IN 1988.

**TO BE PERFECTLY HONEST, I DID NOT ASSUME THE POSITION OF
SURGEON GENERAL WITH THE CLEAR INTENTION OF BEING SO
PRO-ACTIVE AN OPPONENT OF TOBACCO AS I HAVE BEEN. BUT
THEN I BEGAN TO STUDY IN SOME DEPTH THE
INCONTROVERTIBLE TRUTHS ABOUT THE HEALTH HAZARDS OF
SMOKING.**

**AND I MUST TELL YOU THAT I WAS AT FIRST DUMBFOUNDED AND
THEN PLAINLY FURIOUS AT THE TOBACCO INDUSTRY FOR
ATTEMPTING TO OBFUSCATE AND TRIVIALIZE THIS
EXTRAORDINARILY IMPORTANT PUBLIC HEALTH INFORMATION.**

**HOW COULD THE TOBACCO INDUSTRY DARE TO DISMISS AS
UNFOUNDED AND UNPROVEN THE ABSOLUTELY CLEAR
CONNECTION BETWEEN SMOKING AND HEART DISEASE ...
BETWEEN SMOKING AND DEATHS FROM STROKE ... BETWEEN
SMOKING AND CANCER OF THE LUNG, THE MOUTH, THE
ESOPHAGUS, AND OF THE STOMACH ... AND BETWEEN SMOKING
AND A DOZEN OR MORE SERIOUS, DEBILITATING, EXHAUSTING,
EXPENSIVE, AND HUMILIATING DISEASES?**

HOW COULD THEY DARE TO DO THAT? I WONDERED.

THE ANSWER WAS ... THEY JUST DID.

AND THEY FLAUNTED THEIR ABILITY TO BUY THEIR WAY INTO
THE MARKETPLACE OF IDEAS AND POLLUTE IT WITH THEIR
FALSE AND DEADLY INFORMATION.

I DO NOT BELIEVE THE UNITED STATES WILL EVER AGAIN BE A
GOOD MARKET FOR TOBACCO PRODUCTS. THE CURVE IS GOING
DOWN AND ACCELERATING.

QUESTIONS RAISED EARLIER

NO ANSWERS

BUT THINK ON THESE THINGS

WHAT IS MISSION

IS RESEARCH PART OF IT

WHAT KIND OF RESEARCH

BEHAVIOR

(international starts here):

**BUT IF WE FEEL GOOD BECAUSE WE HAVE BEATEN THE
CIGARETTE INDUSTRY ON ITS OWN HOME TURF ... WE MUST
REALIZE THAT WE'VE DRIVEN THEM TO SCOUR THE REST OF THE
EARTH FOR NEW VICTIMS.**

**IN 1989 AMERICAN COMPANIES MADE 600 BILLION CIGARETTES;
100 BILLION OF THOSE CIGARETTES WENT OVERSEAS, OVER HALF
TO THE FAR EAST.**

THE TOBACCO INDUSTRY -- AS YOU ALL KNOW, I AM SURE -- HAS TARGETED THE LESS DEVELOPED AND DEVELOPING COUNTRIES OF THE WORLD AS THEIR MOST PROMISING MARKETS FOR THE 1990s.

AS A RESULT, THOSE NATIONS ARE NOW BEGINNING TO EXPERIENCE THE SAME RISE IN SMOKING-RELATED DISEASES THAT WE EXPERIENCED A GENERATION AGO ... HEART DISEASE, STROKE, AND CANCER OF THE LUNG, MOUTH, ESOPHAGUS, AND STOMACH.

**AS AN AMERICAN CITIZEN I AM APPALLED BY THIS CORPORATE
BEHAVIOR OF AMERICAN COMPANIES AND, FURTHER, I AM
SHOCKED BY THE OUR OWN GOVERNMENT'S SUPPORT OF SUCH
BEHAVIOR.**

**THIS EXPORT OF DEATH AND DISEASE HAS BEEN CARRIED OUT
WITH THE SUPPORT OF OUR TRADE REPRESENTATIVES, OUR
STATE DEPARTMENT, OUR COMMERCE DEPARTMENT, AND OUR
AGRICULTURE DEPARTMENT.**

IT'S NOT A VERY PRETTY STORY. BUT THERE IT IS.

**LAST FALL, IN MY LAST OFFICIAL ACT AS SURGEON GENERAL, I
WAS ONE OF MORE THAN 30 WITNESSES AT A PUBLIC HEARING
ON INVESTIGATION INITIATED UNDER SEC. 302 OF THE TRADE
ACT OF 1974.**

I MADE MY POINT, AND CONCLUDED BY SAYING,

**"IT IS THE HEIGHT OF HYPOCRISY FOR THE UNITED STATES,
IN OUR WAR AGAINST DRUGS, TO DEMAND THAT FOREIGN
NATIONS TAKE STEPS TO STOP THE EXPORT OF COCAINE TO
OUR COUNTRY WHILE AT THE SAME TIME WE EXPORT NICOTINE,
A DRUG JUST AS ADDICTIVE AS COCAINE TO THE REST OF
THE WORLD."**

THE ALARMING THING ABOUT THIS HABIT OF CIGARETTE SMOKING IS THAT, WHEN IT INVADES A NEW MARKET, IT DOES SO WITH IMMENSE SPEED AND IMPACT.

ACCORDING TO THE WORLD HEALTH ORGANIZATION, BETWEEN 1971 AND 1981 CIGARETTE CONSUMPTION INCREASED IN ASIA AND LATIN AMERICA AT A RATE 30 PERCENT AHEAD OF THE RATE OF POPULATION INCREASE ... IN AFRICA, IT ROSE 77 PERCENT AHEAD OF THE RISE IN POPULATION.

THE PEOPLE'S REPUBLIC OF CHINA, FOR EXAMPLE, REPORTED THAT 90 PERCENT OF ITS MEN SMOKE ... PAPUA NEW GUINEA REPORTED THAT 85 PERCENT OF ITS MEN NOW SMOKE ... THE PHILIPPINES, 78 PERCENT ... IN JAPAN, WHERE 60 PERCENT OF ADULT MEN SMOKE, SOME PEOPLE TOOK CHEER BECAUSE ONLY 7 PERCENT OF JAPANESE WOMEN SMOKED. HOWEVER, 26 PERCENT OF JAPANESE FEMALE HIGH SCHOOL STUDENTS HAVE BECOME SMOKERS.

**THE RECENT NEWS THAT IN 15 ASIAN COUNTRIES
COMMUNICABLE DISEASE WAS NO LONGER THE NUMBER ONE
PUBLIC HEALTH MENACE WAS NOT REALLY GOOD NEWS.**

WHY?

**BECAUSE IN THOSE ASIAN COUNTRIES TODAY, THE TOP THREE
CAUSES OF DEATH ARE -- CAN YOU GUESS? -- THE SAME THREE
SMOKING-RELATED CAUSES OF DEATH THAT PREVAIL HERE IN
THE UNITED STATES: HEART DISEASE, CANCER, AND STROKE.**

**IN OTHER WORDS, THE TOBACCO EPIDEMIC AND ITS LETHAL
CONSEQUENCES HAVE HIT ASIA ... AND -- THANKS TO OUR OWN
CIGARETTE INDUSTRY -- HAVE HIT ASIA HARD.**

**AND HERE'S WHERE WE DESERVE TO SQUIRM IN SHAME -- IN 10
OF 15 ASIAN COUNTRIES, AMERICAN CIGARETTES WERE THE
MOST COMMON KIND IMPORTED.**

**BUT THOSE AMERICAN CIGARETTES ARE A LITTLE DIFFERENT
OVERSEAS: FOR ONE THING, THEY DON'T CARRY THE SURGEON
GENERAL'S WARNING. AND FOR ANOTHER, MANY AMERICAN
CIGARETTES MANUFACTURED FOR EXPORT HAVE A HIGHER TAR
CONTENT AND ARE, THEREFORE, EVEN MORE DANGEROUS THAN
THE LOWER-TAR, FULLY-LABELLED PRODUCTS SOLD HERE IN
THE UNITED STATES.**

NOW, LET ME MAKE SURE YOU UNDERSTAND WHAT I JUST SAID.

I SAID THAT SOME AMERICAN CIGARETTE MANUFACTURERS -- AS

KNOWLEDGEABLE AS I AM, CONCERNING THE HEALTH RISKS OF

SMOKING -- KNOWINGLY PRODUCE A MORE HARMFUL

CIGARETTE FOR EXPORT THAN THEY PRODUCE FOR DOMESTIC

CONSUMPTION.

**CIGARETTES WILL SOON BECOME THE PRIMARY CAUSE OF
DEATH WORLDWIDE. NOW 2.5 MILLION DIE ANNUALLY FROM
CIGARETTES; IN 2050 CIGARETTES, IF THE TRENDS CONTINUE
WILL KILL 12.5 MILLION ANNUALLY.**

(international stops here).

OUR EXPORT OF TOBACCO PRODUCTS IS A MORAL OUTRAGE.

AND IT IS ALSO FOOLISH.

WE MUST CONVINCE OUR GOVERNMENT THAT THERE IS NO

SENSE IN PLANNING FOR THE LONG-TERM ECONOMIC HEALTH

OF A FOREIGN SOCIETY AND PROVIDING THAT SOCIETY WITH

FOREIGN AID ON THE ONE HAND, IF THE PHYSICAL HEALTH OF

THE PEOPLE OF THAT SOCIETY IS FUNDAMENTALLY

ENDANGERED DURING THAT SAME LONG TERM.